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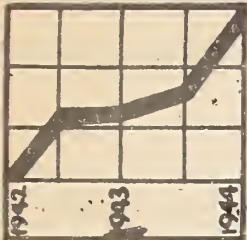


INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

September 4, 1943

No. 22



American farmers will be called upon again next year to produce peak crops of food, fiber and fats and oils—for the men on the fighting front, for civilians and for our Allies in the far-flung corners of the globe. Goals for 1944 will be far in advance of those for the past year—more food, more fiber, more fats and oils for victory.

This must be done with as little damage as possible to the productive soil, because high production will be needed not only throughout the war, but for many years afterwards to feed millions of hungry people all over the world. If adequate food is to be produced in after years, the soil must not be glutted of its strength during the war.



The techniques of conservation farming are helping United States farmers to meet their goals and maintain their land for continued peak production. Among these are contour cultivation, strip-cropping and rotations, grassed waterways, liming and fertilizing. These methods are employed today by thousands of farmers, and they bring results.

Conservation practices not only protect the soil but produce increased yields—as high as 20 percent on the average. Farmers who use conservation farming methods get more and better crops, usually with reduced costs.



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Conservation methods protect the land and bring increased yields for a simple reason: When they keep the top soil on the field they also keep there the necessary soil moisture, the fertilizer, lime and manure which make crops.

A farmer, writing of contour cultivation, said: "A curved line is the shortest route to victory." NOW is the time for farmers to start planning the contouring and other conservation work that will help America meet its 1944 war crop goals, and bring that victory nearer.



TO BE HEARD

FARM AND HOME

Monday, September 6: No participation

Tuesday, September 7: Ruth Van Deman -- "To Keep the Sewing Machine Humming"; and
Wallace Kadderly -- "Wartime Electric Service for Farmers".

Wednesday, September 8: The Future for Which We Fight, #10.
Secretary of Agriculture Claude R. Wickard -- "The Kind of
World Farmers Want".

Thursday, September 9: Wallace Kadderly and Stanley Carpenter, Washington, D. C.
schoolboy -- "I've Got To Go Back to School".

Friday, September 10: UNCLE SAM'S FOREST RANGERS
Lyle F. Watts, Chief, Forest Service - "Trees for War".

CONSUMER TIME

"The Case of Milk" to be presented as CONSUMER TIME feature on Group Four of the
Basic Seven Food Groups, presented by the Food Distribution Administration, Satur-
day, September 11, over NBC (12:15-12:30 p.m. EWT).

This program will dramatize a court room trial involving the case of milk, and
tell about its food values in an unusual and interesting way. The guest expert,
Miss Helen Stacey, nutritionist of the Children's Bureau, Department of Labor, will
discuss home preparation of milk primarily for serving infants, children, and ex-
pectant mothers.

By presenting a complete coverage of the Basic Seven Food Groups, the CONSUMER TIME
nutrition series is providing the listener with a well rounded picture of the food-
needs of her family. Each program in this CONSUMER TIME series concentrates on one
basic food group, and on the principal food in that group, to present nutrition
information in a new and dramatic way, so as to move the housewife to serve her
family better balanced meals.

Better Bill O' Fares. In cooperation with OWI through the Local Station Announce-
ment Plan your broadcasters will carry hints on the "Better
Breakfast and Lunches" drive during the week of September 13. A survey among war
plant workers on the West Coast disclosed that the majority of 5000 employees of
one plant failed to eat breakfast at home before starting the day's duties. The
manager of nearby concession admitted selling over 1,000 orders of coffee and
doughnuts every morning. This is NOT an "anti-coffee and doughnuts" drive BUT we
have to convince people of the wartime necessity of eating the right kind of break-
fast and lunch to help give them energy and strength needed to increase their output
of war materials...to guard against sickness...combat fatigue...put them in top
notch physical condition. Plug the program to ask people to LISTEN AND LEARN!

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REPORT ON RALLIES.....HOME FRONT PLEDGE.....EPISODE FIVE

This report takes us across the nation with brief reports from many sections. The indicated response marks the HFPC for success. All of the agencies of the Department are expected to join the drive. We must not fail on the home front!

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This week should see flood of mayor's proclamations issued throughout West Virginia prior to simultaneous promotion for the entire State * * * Governor Keen Johnson of Kentucky launched state wide campaign last Monday night with speech recorded for servicing ration stations. * * * Ogden, Utah, War-Boom community, which has doubled in population in year, rates salute for outstanding home front pledge campaign of week. Under direction Mrs. W. Burford Cook, 400 "minute women" corresponding to OCD block leaders have just completed house-to-house canvass with result that virtually every housewife has signed pledge. * * * Executive Committee headed by W. I. Lowe, who also heads price panel, is not relaxing efforts but will continue educational program through press, radio and speakers bureau of 30 persons. Chamber of commerce, retail merchants and group of 30 prominent citizens gave campaign wholehearted support. Sponsored advertisements used extensively. * * * Salt Lake City -- State Labor Advisory Committee heartily endorses Pledge program and votes to carry on extensive campaign of speaking and promotion use of price lists between now and Christmas. * * * Denver, Colo. -- Community Service Members throughout Region VII have been given exhibitors' schedule of OWI black market film which concludes with admonition, "As You Leave This Theatre Sign Your Home Front Pledge." Each CSM instructed to arrange with local theatre manager to have volunteer at booth in lobby to accept pledge signatures. Some theatre managers have held over showing of film to coincide with staging of Pledge Campaign in Community. * * * Spokane -- Campaign has received great deal attention city of Spokane. Sponsorship by American Association University Women, Junior League, block leaders of Civilian Defense, auxiliaries to American Federation of Labor, CIO, and Railroad Brotherhoods. Mass meeting August 31. Newspaper coverage excellent through publicity chairman AAUW. Much extra radio time in addition to regular OPA programs. * * * Seattle -- Labor consumer league sponsorship tying in with "OK Mr. OPA", shopping news, delivered every home, running pledge and publicity. Developing plans with OCD. * * *

MARKETING MAP. The new publication..."Normal Seasonal Availability of Fresh Fruits and Vegetables"...shows in simple chart form timetable (by month) of the availability of fruits and vegetables by regions. Maps show the areas of production for home use and for sale on the fresh market or to canners and processors. This is an interesting offering...practical...precise...and informative. Copies may be had by writing to Marketing Reports Division, Food Distribution Administration, Washington, D. C.

WHERE IT ALL GOES: Food allocation is made understandable and interesting in Food Info Series piece No. 59, of August 30. It will supply you with the exact answers to a lot of questions that both uninformed and mischief-minded individuals have shown a strong tendency to bandy about of late. Food allocation is simple and logical in principle and not too complex in operation. Pass along the facts, and help frustrate the enemy in his one remaining hope - that misunderstanding and confusion will divide us.

Harvest Roughage and Hay. War Board Info Memo. No. 71XXXX urges all farmers to harvest hay and other roughage, such as les-pedeza, late corn--ensilage or fodder and late soybeans for hay in areas where the crop will not mature. This will bolster local feed reserves and will release some quality hay for shipment into the drought areas--particularly the Atlantic Seaboard.

Care, Share and Repair--1944 Version: Care, share and repair--bywords on the use of machinery for some months--are being dressed up for a bigger job in 1944. A campaign to begin soon will apply the basic idea of care, share and repair to almost everything the farmer uses for producing, handling, and marketing crops and livestock. The maintenance and use of farm machinery and equipment, transportation vehicles, farm buildings and structures to obtain maximum food production with a minimum use of critical materials is sought in the campaign.

A campaign handbook is in the mill and will be issued soon. The book outlines the objectives and themes of the campaign, and what should be done to meet the problems involved.

The campaign calls for the full cooperation of government, farm supply industries, and the farmer himself. The book also spells out:

1. The government program for helping farmers obtain production and transportation equipment and facilities.
2. The responsibility of each government agency in the campaign.
3. What farm supply industries can do to cooperate in the campaign.
4. How farmers, individually and cooperatively, can do to carry out objectives of the campaign.

The aims of the campaign will be discussed with representatives of cooperating industries in Chicago, September 8.

Very shortly, more definite information will be available for transmittal to the States regarding action to be taken in connection with this campaign.